NOVEMBER 1, 1995

TO: ALL HX PLACE STORES ONLY

FROM: NANCY ILDEFONSO

RE: R.J. REYNOLDS TOBACCO COMPANY

ONCE AGAIN, THE R.J. REYNOLDS TOBACCO COMPANY IS OFFERING A CO-MARKETING BUYDOWN PROMOTION PROPOSAL ON THE FOLLOWING BRANDS:

$2.50 OFF A CARTON PRICE REDUCTION ON: SELECT AND WINSTON BRAND STYLES.

WE ARE ENCLOSING IN-STORE COUPONS TO BE USED ON 40 TOTAL CARTONS ONLY. R.J. REYNOLDS REPRESENTATIVES WILL BE VISITING YOUR STORE TO SET UP A TEMPORARY FLOOR BASE DISPLAY.

SPECIAL NOTE: IF A REPRESENTATIVE FROM R.J. REYNOLDS DOES NOT SHOW UP TO PLACE A FLOOR UNIT, PLEASE AFFIX YOUR COUPONS TO YOUR CARTONS FOR SELLING.

HOW TO HANDLE COUPON:
AFFIX EACH CARTON INVOLVED WITH A COUPON. AT THE END OF EACH WEEK YOU ARE TO COUNT AND PACK YOUR COUPONS AND MAIL TO THE NEW YORK OFFICE ATTN: NANCY ILDEFONSO, N.Y.O.

PROMOTIONAL PERIOD: MONTH OF DECEMBER - NO REORDERS ALLOWED ON THIS PROMOTION.

SHOULD YOU HAVE ANY PROBLEMS/QUESTIONS, PLEASE CALL THIS OFFICE.

CC: J. KELLER
K. DAVIS
D. THIGPEN
D. CORTEZ (160)
G. MARLTON (RJR)
FILE

51855 0896

$2.50 Off
Pharmhouse COUPON
Carton of Select or Winston Cigarettes
All taxes must be paid according to state law.
VALID 12/1/95-12/31/95
Redeemable only at Pharmhouse. Can not be doubled or combined with another coupon. Limit one item per coupon, while quantities last.

$2.50 Off
The RxPLACE COUPON
Carton of Select or Winston Cigarettes
All taxes must be paid according to state law.
VALID 12/1/95-12/31/95
Redeemable only at The Rx Place. Can not be doubled or combined with another coupon. Limit one item per coupon, while quantities last.

Source: https://www.industrydocuments.ucsf.edu/docs/hfxh0000